



TECTUM Create! Custom Direct-Attach Wall Panels

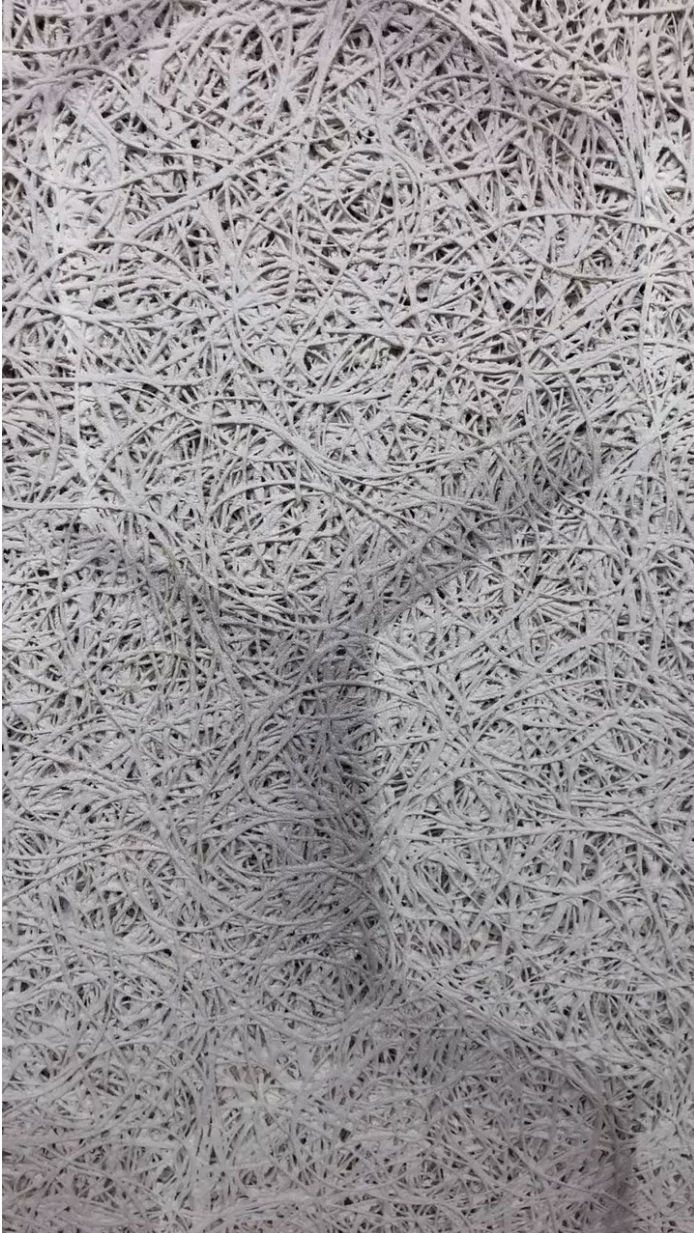




Make a Lasting Impression!



# Pointillism with Tectum Create! Custom Ceiling & Wall Panels



*Up close, take in the unique, sustainable aspen fibers. Further away, the artwork comes to life*

- Rich texture of Tectum panels enhances images with high contrast to provide a 3D like visual



Close Up

vs



Backed Out





# Custom Ordering Process

## Customer submits request for printed panels



Back of panels get a label  
that indicates it's location in  
the plan layout



Tectum® Create!™ Direct-Attach Wall Panels

Project Submittal Form

Complete the following and send to [ASQuote@armstrongceilings.com](mailto:ASQuote@armstrongceilings.com).

Contact Information

Name

Company Name

Phone

Contact E-mail

Project Name

Project City

Artwork Requirement Details\*

Armstrong required file delivery via e-mail, FTP, Dropbox, or other file transfer method. For color sensitive images, you may submit a hard copy proof of the artwork. Contact [ASQuote@armstrongceilings.com](mailto:ASQuote@armstrongceilings.com) for more details.

Raster Images

Digital photographs should be created in a raster based program such as Adobe® Photoshop®.

Image must be 150 dpi at full print size

Acceptable file types:

- Joint Photographic Experts Group – .jpg
- Tagged Image File Format – .tiff

Acceptable Color Mode: RGB

Vector Graphics

Logos and illustrations should be created in a vector based program such as Adobe® Illustrator®.

Artwork must be vector-based

Acceptable file types:

- Encapsulated PostScript – .eps
- Scalable Vector Graphics – .svg

Acceptable Color Mode: CMYK

\* Armstrong will not be held liable for artwork color variances from computer screen to completed project or between runs of similar material.

Image or Artwork Information

Project Segment:  
☐ Photograph File/Graphic File

File Name

Digital Transfer Link

Image Ownership Information\*\*

Armstrong is committed to protecting and respecting property rights of others, therefore, we ask that you provide us with the following information:

Who is the owner of the copyright of the custom artwork/digital imagery submitted?

If the owner is not the Company, does the requesting Company have permission or license from the copyright owner to use/reproduce the custom artwork/digital imagery submitted?

\*\* Armstrong World Industries, Inc., reserves the right to refuse a Create! order, should Armstrong deem an image to be inappropriate, or if requesting Company does not have permission or license from the copyright owner to use/reproduce the custom artwork/digital imagery.

Application

☐ Ceiling ☐ Wall

All edges will be painted white (TWH). If another color is desired, please provide the name of the manufacturer and color name/code.

Application Size†

Canvas size (total area the image will reside) \_\_\_\_\_ft x \_\_\_\_\_ft

Product Type

☐ Tectum Direct-Attach

Panel Size††

☐ 23-3/4 x 48 x 1"

☐ 47-3/4 x 96 x 1"

Edge Painting†††

☐ Yes

☒ No

All edges will be painted white (TWH). If another color is desired, please provide the name of the manufacturer and color name/code.

Manufacturer

Color Code name

Next Steps

Following the completion of this form, the AWM team will build a quote of the Tectum Create! panels. Please allow 1-2 weeks for the Tectum Create! quoting process. If samples are desired at the time of the quote, select a 13" x 13" section of your image saved at 100% of the final size. DO NOT REDUCE the size of the image when sampling. This will then be made into the final 12" x 12" sample for approval. Please send the full-size image with the sample file. This will minimize issues when it comes time to make the full-size panels.

Special Instructions

Adobe® Illustrator®, and Adobe® Photoshop® are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

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Armstrong®

CEILING & WALL SOLUTIONS

BPCS-6561-521



# Custom Ordering Process

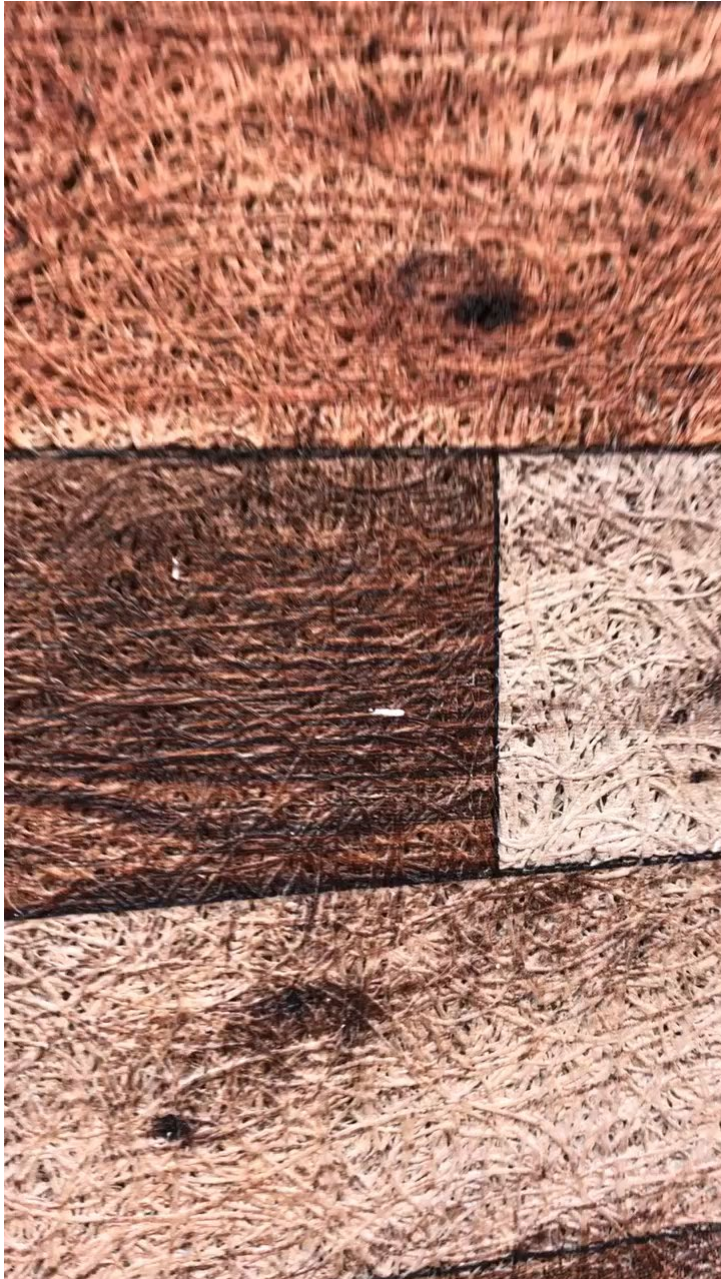
Customer receives layout drawing with their image across multiple panels



- All orders and custom sample requests go through [ASQuote@armstrongceilings.com](mailto:ASQuote@armstrongceilings.com)
- For budget info, contact: [ASBudgetCapability@armstrongeilings.com](mailto:ASBudgetCapability@armstrongeilings.com)



## Touch Up Solution



A set of colored Sharpie / permanent markers works best for touching up Tectum Create! Panels vs trying to match custom color paint for a multicolored printed image



A white paint marker also works well to touch up white panels











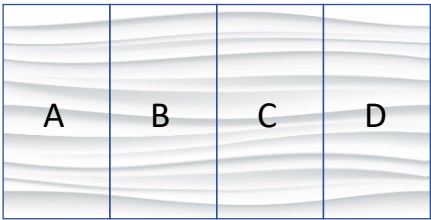
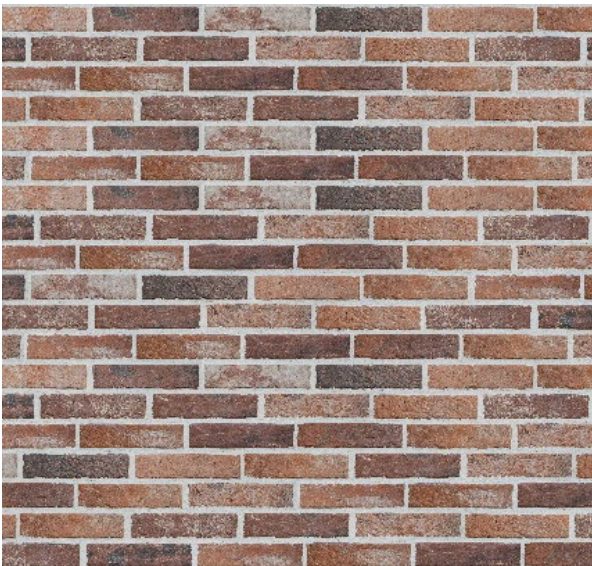
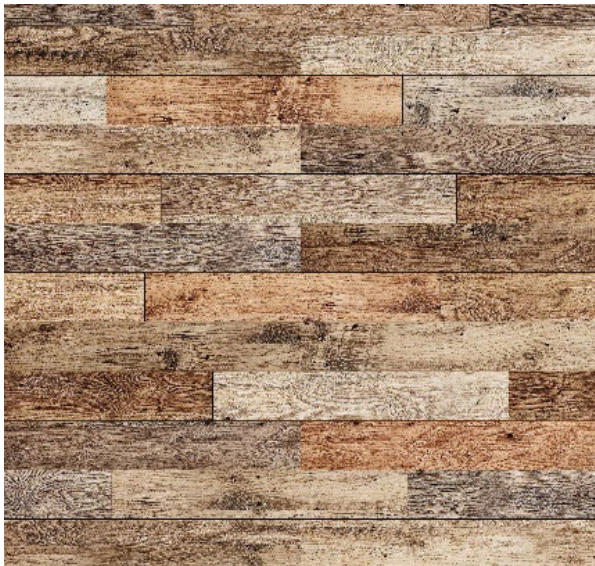




Coming Later this Summer...

*Standard Patterns* for TECTUM Create!

Set to launch August 2021 for 2' x 4' and 4' x 8' Direct-Attach Ceiling & Wall Panels



Continuous  
Pattern Repeat







# What Should You Do Next

Break free of the usual Tectum application in education spaces!

Promote these tailored, sustainable, high-performance ceiling and wall panels that can add beauty to any space

- Key target segments to add design elements with added acoustics: bar, restaurants, hospitality/retail
- No other competitors within cementitious wood fiber have this capability

## Samples

- 12" x 12" samples of Tectum Create!
  - Use these samples to promote the custom imagery capability
  - Plan to have custom samples available to order by late August

**Lead time for custom samples *once artwork is approved with correct files*: 1-2 weeks**

**Lead time for product *once submittal samples are approved*: 4 weeks**

12"x12" custom samples





Also Coming Later this Summer...

# TECTUM High NRC and Finale PB

Set to launch August 2021 for Direct-Attach Ceiling & Walls, Lay-In and Tegular Ceilings



**TECTUM® Finale™ PB**  
with Plant-based acoustical infill  
Wall Panels  
coarse texture



SUSTAIN™  
High Performance Sustainable  
Ceiling Systems



24/7  
DEFEND™  
Solutions for Healthier,  
Safer Spaces  
CONTAIN CLEAN PROTECT

LEED® WELL™ LBC

energy management  
construction waste  
material  
design for flexibility  
EPD  
recyclable/extended producer resp.  
biobased materials  
FSC® (for wood)  
recycled content  
sourcing of materials  
material input reporting  
low emitting materials  
lighting quality  
acoustics

For LEED contribution visit  
[armstrongceilings.com/greengenie](https://armstrongceilings.com/greengenie)



Tectum® Finale™ PB walls provide durable, sustainable, acoustical solutions for a wide variety of applications.

**KEY SELECTION ATTRIBUTES**

- 1" thick Tectum® Finale™ wall panels with 1" factory-attached furring are now available as standard items.
- Finale panels now sold by the piece – get the quantity you need without extra material
- Built-in furring pieces with factory-filled panels provide maximum sound control and install 2.5x faster than Direct-Attach for the same acoustic performance
- Excellent sound absorption – 1" panels have NRC up to 0.95 (mounting method dependent)
- Panel sizes include 24" x 48", 24" x 96", 48" x 48", and 48" x 96", with bevel on long edges, square on short sides.
- Custom panels are available in additional sizes and thicknesses upon request ([ASQuote@armstrongceilings.com](mailto:ASQuote@armstrongceilings.com))
- CleanAssure™ family of products – includes disinfectable panels, suspension systems, and trim (standard colors only)
- Abuse resistant for active spaces
- Can be mechanically fastened to a wide variety of